

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**1st QUARTER 2013  
(January 1<sup>st</sup> – March 31st)**

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of March 31, 2013 included:

Q1 2013

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

# Carolina Newsmakers

1<sup>st</sup> Quarter 2013

*"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 and hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.*

1-6-13

INTERVIEW WITH LEW EBERT, PRESIDENT AND CEO OF THE NORTH CAROLINA CHAMBER OF COMMERCE

\*\*\*\*ISSUES COVERED: BUSINESS AND INDUSTRY; JOB CREATION; NC ECONOMY; RURAL/URBAN AREAS OF NORTH CAROLINA; EMPLOYMENT/UNEMPLOYMENT; EDUCATION AND THE COMMUNITY COLLEGE SYSTEM; NC GDP GROWTH PROJECTIONS; MANUFACTURING; SMALL BUSINESS JOBS; SUPPORT INDUSTRIES; POPULATION GROWTH; PRO-BUSINESS LEGISLATIVE LEADERSHIP AND SAME STANCE PROJECTED FROM INCOMING GOVERNOR; WORKER'S COMPENSATION; NORTH CAROLINA'S BUSINESS CLIMATE AND MAKING NORTH CAROLINA MORE COMPETITIVE WITH OTHER STATES; REGULATORY GUIDELINES FOR NORTH CAROLINA; ENVIRONMENTAL REGULATIONS; NC STATE TAX INCENTIVES; THE RURAL CENTER; REGIONAL ECONOMIC STRATEGIES; STATE REQUIREMENT OF A BALANCED BUDGET; THE EFFECT OF THE RECESSION ON NORTH CAROLINA'S DEBT; NORTH CAROLINA'S 2.8 BILLION DOLLAR DEFICIT TO THE FEDERAL GOVERNMENT; IMPROVING THE STATE'S INFRASTRUCTURE; LOBBYING AT THE NC STATE LEGISLATURE\*\*\*\* 2,3,5,7,8,10

01-13-13

CAROLINA NEWSMAKERS

INTERVIEW WITH ANDY ALLEN, PRESIDENT OF THE NORTH CAROLINA RETAIL MERCHANTS ASSOCIATION

\*\*\*\*ISSUES COVERED: LOBBYING; RETAIL BUSINESS; MODERNIZING THE STATE TAX CODE; SALES TAXES, INCOME TAXES, AND TAX REVENUES; TAX RATES; TAXING INTERNET SALES; STATE GOVERNMENT AND THE NC GENERAL ASSEMBLY; GOVERNMENT REGULATIONS ON BUSINESSES; JOB CREATION, JOB DEVELOPMENT, AND WORKFORCE TRAINING; TRANSPORTATION; ECONOMIC DEVELOPMENT; TOLL ROADS; KEEPING BUSINESSES IN NORTH CAROLINA\*\*\*\* 3,4,10

1-20-13

INTERVIEW WITH JUNE ATKINSON, NORTH CAROLINA STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

\*\*\*\*ISSUES COVERED: SCHOOL SAFETY; SAFETY RESOURCE OFFICERS; GUN CONTROL LEGISLATION; MENTAL HEALTH; IMPROVING STUDENT BEHAVIOR; PSYCHOLOGY AND SOCIOLOGY; SCHOOL SAFETY PLANS; DRUG ACTIVITY, ALCOHOL USE AMONG PUBLIC SCHOOL STUDENTS; PUBLIC EDUCATION; PRIMARY AND SECONDARY EDUCATION; GRADUATION RATES; EMPHASIS ON READING AND MATHEMATICS; EXPANDING BANDWIDTH FOR INTERNET SERVICES IN PUBLIC SCHOOLS; DISTANCE EDUCATION; POPULATION SHIFTS IN URBAN/RURAL AREAS OF NORTH CAROLINA; NORTH CAROLINA HISTORY; OFFERING FOREIGN LANGUAGE CLASSES IN ELEMENTARY THROUGH HIGH SCHOOL YEARS; EFFECTIVENESS OF TEACHERS AND STUDENT ACHIEVEMENT; INTERACTION WITH THE NC GENERAL ASSEMBLY; KEEPING GREAT TEACHERS IN THE CLASSROOM AND INCREASING TEACHER'S SALARIES; STUDENT ASSIGNMENT IN POPULATED AREAS OF N.C. \*\*\*\* 2,3,5,10

01-27-13

INTERVIEW WITH CONGRESSMAN DAVID PRICE

\*\*\*\*ISSUES COVERED: REDISTRICTING; SCHOOL SAFETY; GUN CONTROL, GUN SAFETY, AND CRIME CONTROL; THE BRADY BILL; BACKGROUND CHECKS; 2<sup>ND</sup> AMENDMENT RIGHTS; THE POSSIBILITY OF BANNING ASSAULT WEAPONS; HOMELAND SECURITY; THE FISCAL CLIFF; ECONOMIC RECOVERY; FEDERAL DEFICIT REDUCTION; U.S. DISCRETIONARY SPENDING; REDUCED MILITARY SPENDING AND ITS EFFECT ON NORTH CAROLINA; ON-LINE SALES TAXES AND LOST REVENUE FOR N.C.; THE FARM BILL AND FEDERAL SUBSIDIES; REFORMING IMMIGRATION POLICY\*\*\*\*1,2,3,7,10

02-03-13

INTERVIEW WITH TOM HOWE, DIRECTOR AND GENERAL MANAGER OF UNC-TV PUBLIC TV

\*\*\*\*ISSUES COVERED: THE SERIES "DOWNTOWN ABBEY"; UNC-TV PROGRAMMING; CHILDREN'S PROGRAMMING; FAMILY ISSUES; MUSIC PROGRAMMING THAT'S NOT AVAILABLE ON COMMERCIAL TELEVISION; UNC-TV PLEDGE DRIVES; CORPORATION OF PUBLIC BROADCASTING AND PBS; THE COST OF RUNNING PBS PROGRAMMING; PUBLIC RADIO FOR THE STATE OF NORTH CAROLINA; LOCALIZING PUBLIC RADIO; THE LIFE AND LEGACY OF WILLIAM FRIDAY; "NORTH CAROLINA PEOPLE"; TECHNOLOGY RELATED TO STATE-WIDE COVERAGE\*\*\*\* 2,5,8,10

02-10-13

INTERVIEW WITH ROY COOPER, ATTORNEY GENERAL FOR THE STATE OF NORTH CAROLINA

\*\*\*\*ISSUES COVERED: SCHOOL SAFETY; GUN SAFETY; TRAINING FOR SCHOOL RESOURCE OFFICERS; LAW ENFORCEMENT; GUN CONTROL REGULATIONS; CRIMINAL BEHAVIOR AND CRIME PREVENTION; DRUG ABUSE AND DRUG PREVENTION; ABUSE OF PRESCRIPTION DRUGS; METHAMPHETAMINE MANUFACTURING IN NORTH CAROLINA; ON-LINE SCAMS\*\*\*\* 1,2,7,8,10

02-17-13

INTERVIEW WITH BRAD WILSON, PRESIDENT AND CEO OF BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA

\*\*\*\*ISSUES COVERED: HEALTH CARE INSURANCE AND OBAMACARE; THE AFFORDABLE CARE ACT; HEALTH COVERAGE; MEDICARE AND MEDICAID; THE COST AND ACCESS OF HEALTH CARE INSURANCE; PREVENTIVE CARE; UNC HEALTH CARE SYSTEM; CAROLINA ADVANCED HEALTH; THE POVERTY LEVEL AND ELIGIBILITY FOR MEDICAID; MANAGING THE COST OF MEDICAID; HEALTH CARE PROVIDERS IN NORTH CAROLINA; NEGOTIATING INSURANCE RATES; THE RISING COST OF HEALTH CARE\*\*\*\* 2,3,7,8,10

02-24-13

INTERVIEW WITH U.S. CONGRESSWOMAN RENEE ELLMERS

\*\*\*\*ISSUES COVERED: REDISTRICTING; 2012 CAMPAIGN; FEDERAL DEBT; THE "FISCAL" CLIFF AND RAISING THE DEBT CEILING; SEQUESTER REPLACEMENT BILL; CUTS TO MILITARY SPENDING; SPENDING ON MEDICARE AND MEDICAID; SOCIAL SECURITY; BUDGET CONTROL ACT; FEDERAL TAX REVENUE; THE RISING COST OF HEALTH CARE AND HEALTH CARE INSURANCE; THE QUALITY OF HEALTH CARE; RECOVERY FROM THE RECESSION; NC'S LOSS FROM TEXTILES AND MANUFACTURING; JOB CREATION BILLS; FEDERAL/STATE ASSISTANCE FOR SMALL BUSINESSES; STATE TAX REFORM; IMMIGRATION LEGISLATION AND IMMIGRATION REFORM; EARNING U.S. CITIZENSHIP; NATIONAL DEFENSE; JOB CREATION AND SMALL BUSINESS DEVELOPMENT\*\*\*2,3,5,7,10

03-03-13

INTERVIEW WITH JOHN HOOD, PRESIDENT AND CHAIRMAN OF THE JOHN LOCKE FOUNDATION

\*\*\*\*ISSUES COVERED: THE NC GOVERNORS' OFFICE AND PAT MCCRORY: THE FIRST REPUBLICAN GOVERNOR IN NORTH CAROLINA SINCE THE 1970'S; EXECUTIVE BRANCH OF THE STATE GOVERNMENT; INTERACTION BETWEEN THE GOVERNOR AND THE STATE LEGISLATURE; LOCAL GOVERNMENT AND STATE GOVERNMENT; NC GOVERNMENT PERSONNEL NEEDS; NC INFRASTRUCTURE; POLITICAL PARTIES; PARTISAN APPOINTMENTS IN GOVERNMENT; STATE TAX REFORM; SALES TAXES; AFFORDABLE CARE ACT; HEALTH INSURANCE; STATE BUDGET; ECONOMIC RECOVERY; EMPLOYMENT/UNEMPLOYMENT; BUSINESS AND INDUSTRY;

MANUFACTURING; NC COST OF LIVING; NC INITIATIVE 6.0; SCHOOL SAFETY; GUN SAFETY; MENTAL HEALTH\*\*\*\* 2,3,4,6,7,8,10

03-10-13

INTERVIEW WITH ROB SCHOFIELD, DIRECTOR OF RESEARCH AND POLICY DEVELOPMENT FOR NC POLICY WATCH

\*\*\*\*ISSUES COVERED: LIBERAL/CONSERVATIVE VALUES AND VIEWS; FEDERAL DEFICIT; THE "FISCAL CLIFF"; FEDERAL/STATE BUDGET CUTS; HEALTHCARE AND MEDICARE EXPENSES; NC POPULATION GROWTH; STATE GOVERNMENT AND THE NC GENERAL ASSEMBLY; REPUBLICAN MAJORITY IN THE NC GENERAL ASSEMBLY; HEALTH CARE; AFFORDABLE HEALTH CARE AND THE AFFORDABLE HEALTH CARE ACT; STATE TAX REFORM; SALES AND PROPERTY TAXES; INCOME TAXES; PUBLIC EDUCATION; TERM LIMITS; THE ENVIRONMENT AND CLIMATE CHANGE; NC INFRASTRUCTURE; GOVERNMENT SERVICES AND BENEFITS\*\*\*\* 3,5,7,8,10

03-17-13

INTERVIEW WITH WAYNE GOODWIN, COMMISSIONER OF INSURANCE FOR THE STATE OF NORTH CAROLINA

\*\*\*\*ISSUES COVERED: NC GEOGRAPHY; INSURANCE; INFLATION AND INSURANCE RATES; REPLACING DAMAGED HOMES AND GOODS AND REPLACEMENT COSTS; CAR INSURANCE; AUTOMOBILE SAFETY; CAR INSURANCE COMPANY COMPETITION AND ADVERTISING IN N.C.; HOME OWNERS INSURANCE; THE DETERMINATION OF INSURANCE RATE INCREASES; INSURANCE CLAIMS; BUILDING CODES; INSURABLE ITEMS AND SPECIALIZED COVERAGE; FRAUD; THE ECONOMY AND ECONOMIC RECOVERY; STORM AND FLOOD COVERAGE; NATURAL DISASTERS AND INSURANCE COVERAGE\*\*\*\* 3,4,7,8,10

03-24-13

INTERVIEW WITH HOLDEN THORP, CHANCELLOR OF THE UNIVERSITY OF NC AT CHAPEL HILL

\*\*\*\*ISSUES COVERED: COLLEGE ATHLETICS: COMPLIANCE AND CHEATING; ACADEMIC FRAUD; RULES VIOLATIONS; EDUCATION; LACK OF PROFESSIONALISM AT THE UNIVERSITY; PROTECTING THE EDUCATION RECORDS OF STUDENTS; STATE PERSONNEL LAWS; WASHINGTON UNIVERSITY OF SAINT LOUIS; RESEARCH GRANTS AT UNIVERSITIES; RESEARCH TRIANGLE PARK; NIEHS AND RTI; PUBLIC AND PRIVATE UNIVERSITIES. 2,3,10

03-31-13

INTERVIEW WITH TOM CAMPBELL, EXECUTIVE PRODUCER OF "NC SPIN"

\*\*\*\*ISSUES COVERED: NC SPIN; CONSERVATIVE AND LIBERAL VIEWS; STATE GOVERNMENT; THE REPUBLICAN PARTY INFLUENCE IN NORTH CAROLINA; REPUBLICAN MAJORITY IN THE STATE LEGISLATURE AND A REPUBLICAN GOVERNOR; STATE BUDGET; THE FUTURE OF HEALTH CARE

AND THE AFFORDABLE HEALTH CARE ACT; SOCIAL SECURITY; MEDIA AND BROADCASTING; THE STATE'S INFRASTRUCTURE; REPAIRING AND MAINTAINING NC'S WATER SYSTEMS; TRANSPORTATION AND HIGHWAY NEEDS; BRIDGES THAT NEED REPAIR; THE ENVIRONMENT AND THE STATE'S ENERGY NEEDS; STATE DEBT; EMPLOYMENT AND UNEMPLOYMENT; THE RECESSION; JOB CREATION; TAX REFORM; INCOME TAX, CORPORATE TAX AND SALES TAX REVENUE; PUBLIC EDUCATION; DIGITAL LEARNING.

2,3,7,8,10

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS**

### **PSA – NCMA Still Life Masterpiece**

Spot Title: NCMA Still Coming Soon

Length: 30

# of spots/air dates: 26 spots 1/1 – 1/12

Issues: 2, 5

### **PSA – Greater Raleigh Chamber**

Spot Title: Raleigh Chamber PSA

Length: 30

# of spots/air dates: 62 2/1 – 2/28

Issues: 3

### **PSA – GRCVB**

Spot Title: GRCVB Museums/Shopping/Brewery

Length: 30

# of spots/air dates: 71 2/1 – 2/28

Issues: 2,3,5

### **PSA – Triangle Cares**

Spot Title: Triangle Cares

Length: 60

# of spots/air dates: 48 2/13 – 2/26

Issues: 2,7

### **PSA – 200 Club**

Spot Title: 200 Club of Wake County

Length: 60

# of spots/air dates: 95 3/1 – 3/29

Issues: 2, 7